

How to promote your Sunday school or Bible study through social media

By Elsie Cunningham*

Publicizing your church activities through social media is surprisingly easy. Here are a few ideas to get you started.

1. Create a volunteer social media committee. Be sure to include young people. To create an intergenerational team, solicit youth to be part of the group.
2. If your church does not use social media, ask your church's leadership for permission to create a social media presence. If you are not experienced with social media yourself, consider asking another church member who does have experience to coach you through the process. Begin with one venue and ask members to join the social media site.
3. Select people to post on the sites they use or with which they are familiar. Select one person to post for the church on Facebook and another to post on Twitter. Ask them to post weekly — and, if possible, daily — on your church's social media sites.
4. Identify people who are willing to post invitations to Bible study and other activities on their personal social media. Encourage people to share or retweet announcements the church shares.
5. Encourage Bible study participants and others in the congregation to share about church activities (e.g. "Great Bible study happening at my church," or "Had a great Sunday school today. We discussed...").

Remember those who do not use social media.

1. Encourage them to make phone calls and invite their friends to attend.
2. Each week have participants share 25 words of what they learned on a postcard to mail to a friend. Keep postcards handy for this project. This is a good way to communicate with people who cannot attend.

*Elsie Cunningham is the Director of Marketing, Connectional Giving Team, United Methodist Communications